

Claim Amendments

Please cancel claims 40-42, amend claims 1, 4-33, and 38, and add new claims 43-45, all without prejudice, as indicated below.

1. (currently amended) A method for disseminating advertising messages to consumers of fortune cookies, which method comprises:
 - (a) providing an advertising insert having imprinted thereon an advertising message which may be viewed by a consumer;
 - (b) producing a fortune cookie with said insert therein;
 - (c) distributing said fortune cookie with said advertising insert to a consumer outlet; and
 - (d) distributing said fortune cookie with said advertising insert to consumers associated with said consumer outlets, thereby disseminating said advertising message to said consumers
 - (e) wherein said insert is selected from the group consisting of
 - i) inserts comprising a plurality of superimposed, imprintable substrate sheets;
 - ii) inserts comprising a plurality of imprintable substrate sheets, wherein said substrate sheets are affixed to each other;
 - iii) inserts comprising an imprintable substrate sheet having a fold therein;
 - iv) inserts comprising an imprintable substrate having imprinted thereon a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable ~~code~~^{indicia} associated therewith to facilitate automated processing of said coupon; and
 - v) inserts having an imprintable surface in excess of 3.5 square inches wherein said fortune cookie is produced from a circular blank approximately 3 inches in diameter.
2. (original) The method of claim 1, wherein said consumer outlet is a food service establishment.
3. (original) A method for packaging and distributing fortune cookies for dissemination to a target consumer group, which method comprises:

- (a) providing fortune cookies having therein an advertising insert, said advertising insert having imprinted thereon an advertising message for a target consumer group;
 - (b) packaging said fortune cookies in a shipping carton having a machine readable indicator uniquely associated with said advertising message;
 - (c) reading said indicator and in response thereto shipping said carton to consumer outlets associated with said target consumer group, whereby said fortune cookies may be distributed to consumers thereby disseminating said advertising message.
4. (currently amended) The method of claim 1, wherein said insert comprises~~An advertising insert for fortune cookies, said insert comprising~~ a plurality of superimposed, imprintable substrate sheets.
 5. (currently amended) The method of claim 4~~The advertising insert of claim 4~~, wherein said insert comprises three superimposed imprintable substrate sheets.
 6. (currently amended) The method of claim 4~~The advertising insert of claim 4~~, wherein said insert comprises two superimposed imprintable substrate sheets.
 7. (currently amended) The method of claim 4~~The advertising insert of claim 4~~, wherein said insert is produced by cutting a plurality of superimposed continuous webs of said imprintable substrate.
 8. (currently amended) The method of claim 4~~The advertising insert of claim 4~~, wherein said insert has a fold therein.
 9. (currently amended) The method of claim 4~~The advertising insert of claim 4~~, wherein said advertising message imprinted on said insert includes a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable ~~code~~~~indicia~~ associated therewith to facilitate automated processing of said coupon.
 10. (currently amended) The method of claim 4~~The advertising insert of claim 4~~, said insert comprising a plurality of imprintable substrate sheets, wherein said substrate sheets are affixed to each other.
 11. (currently amended) The method of claim 10~~The advertising insert of claim 10~~, wherein said substrate sheets are releasably laminated together.
 12. (currently amended) The method of claim 11~~The advertising insert of claim 11~~, wherein said substrate sheets are laminated together with a releasable adhesive.

13. (currently amended) The method of claim 10~~The advertising insert of claim 10,~~
wherein said substrate sheets are affixed to each other at only one end of said sheets.
14. (currently amended) The method of claim 10~~The advertising insert of claim 10,~~
wherein said substrate sheets are releasably affixed to each other at only one end of
said sheets.
15. (currently amended) The method of claim 10~~The advertising insert of claim 10,~~
wherein said insert comprises three imprintable substrate sheets.
16. (currently amended) The method of claim 10~~The advertising insert of claim 10,~~
wherein said insert comprises two imprintable substrate sheets.
17. (currently amended) The method of claim 10~~The advertising insert of claim 10,~~
wherein said laminated insert is produced by cutting a plurality of continuous webs of
said imprintable substrate, wherein said substrate webs are affixed to each other
together.
18. (currently amended) The method of claim 10~~The advertising insert of claim 10,~~
wherein said insert has a fold therein.
19. (currently amended) The method of claim 10~~The advertising insert of claim 10,~~
wherein said advertising message imprinted on said insert includes a manufacturer
coupon redeemable by a consumer of said fortune cookie which includes machine
readable ~~code indicia~~ associated therewith to facilitate automated processing of said
coupon.
20. (currently amended) The method of claim 1, wherein said insert comprises~~An~~
~~advertising insert for fortune cookies, said insert comprising~~ an imprintable substrate
sheet having a fold therein.
21. (currently amended) The method of claim 20~~The advertising insert of claim 20,~~
wherein said insert has a horizontal fold therein.
22. (currently amended) The method of claim 21~~The advertising insert of claim 21,~~
wherein said insert has two horizontal folds.
23. (currently amended) The method of claim 21~~The advertising insert of claim 21,~~
wherein said insert has a vertical fold therein.

24. (currently amended) The method of claim 21~~The advertising insert of claim 21~~, where said insert is produced by cutting and folding a continuous web of said imprintable substrate.
25. (currently amended) The method of claim 21~~The advertising insert of claim 21~~, wherein said advertising message imprinted on said insert includes a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable code~~indicia~~ associated therewith to facilitate automated processing of said coupon.
26. (currently amended) The method of claim 20~~The advertising insert of claim 20~~, wherein said insert has a vertical fold therein.
27. (currently amended) The method of claim 26~~The advertising insert of claim 26~~, wherein said insert has two vertical folds.
28. (currently amended) The method of claim 26~~The advertising insert of claim 26~~, where said insert is produced by cutting and folding a continuous web of said imprintable substrate.
29. (currently amended) The method of claim 26~~The advertising insert of claim 26~~, wherein said advertising message imprinted on said insert includes a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable code~~indicia~~ associated therewith to facilitate automated processing of said coupon.
30. (currently amended) The method of claim 1, wherein said insert comprises~~An advertising insert for a fortune cookie, said insert comprising~~ an imprintable substrate having imprinted thereon a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable code~~indicia~~ associated therewith to facilitate automated processing of said coupon.
31. (currently amended) The method of claim 30~~The advertising insert of claim 30~~, wherein said manufacturer coupon includes a bar code associated therewith.
32. (currently amended) The method of claim 30~~The advertising insert of claim 30~~, wherein said manufacturer coupon includes a UPC bar code utilizing the UCC/EAN-128 Article Numbering System.

33. (currently amended) A fortune cookie comprising an advertising insert, wherein said insert is selected from the group consisting of
- (a) inserts comprising a plurality of superimposed, imprintable substrate sheets;
 - (b) inserts comprising a plurality of imprintable substrate sheets, wherein said substrate sheets are affixed to each other;
 - (c) inserts comprising an imprintable substrate sheet having a fold therein;
 - (d) inserts comprising an imprintable substrate having imprinted thereon a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable code~~indicia~~ associated therewith to facilitate automated processing of said coupon; and
 - (e) inserts having an imprintable surface in excess of 3.5 square inches wherein said fortune cookie is produced from a circular blank approximately 3 inches in diameter.
34. (original) The fortune cookie of claim 33, wherein the insert comprises a plurality of superimposed, imprintable substrate sheets.
35. (original) The fortune cookie of claim 33, wherein the insert comprises a plurality of imprintable substrate sheets, wherein said substrate sheets are affixed to each other.
36. (original) The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate sheet having a horizontal fold therein.
37. (original) The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate sheet having a vertical fold therein.
38. (currently amended) The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate having imprinted thereon a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable code~~indicia~~ associated therewith to facilitate automated processing of said coupon.
39. (original) The fortune cookie of claim 33, wherein the insert comprises an imprintable surface in excess of 3.5 square inches wherein said fortune cookie is produced from a circular blank approximately 3 inches in diameter.
40. (cancelled).
41. (cancelled).
42. (cancelled).

43. (new) The method of claim 4, wherein said insert comprises an imprintable substrate having imprinted thereon a manufacturer coupon redeemable by a consumer of said fortune cookie which includes machine readable code associated therewith to facilitate automated processing of said coupon.
44. (new) The method of claim 43, wherein said manufacturer coupon includes a bar code associated therewith.
45. (new) The method of claim 43, wherein said manufacturer coupon includes a UPC bar code utilizing the UCC/EAN-128 Article Numbering System.